



Advancing Economic Development
in Nigeria
Through Strengthening Business
Management Education

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Outline

- Background
- Framework/Model
- Results
- Conclusion

Project Impetus

“Nigeria has an impressive number of colleges and university graduates, many with post-graduate degrees. Unfortunately, the academic skills passed on through local colleges and universities do not appropriately match the practical skills demanded by the private sector. This disconnect between skills taught and skills needed by the private sector has led to a growing population of underemployed, frustrated youth.”

The Need to Align Business Curriculum with Private Sector Expectations in Nigeria

Project Drivers

1. Private Sector/Major Corporations

(Microsoft, Oceanic Energy, British American Tobacco, Nestle, Zinox Technologies, etc.)

2. USAID/Nigeria Mission Strategic

Objectives *(“...to increase demand for high quality education and training, to strengthen administrative and institutional capacity, and to build the next generation of Nigerian business leaders.”)*

3. Nigerian University Commission (NUC) Curriculum Guidelines

4. International Standards - AACSB

Project Goals

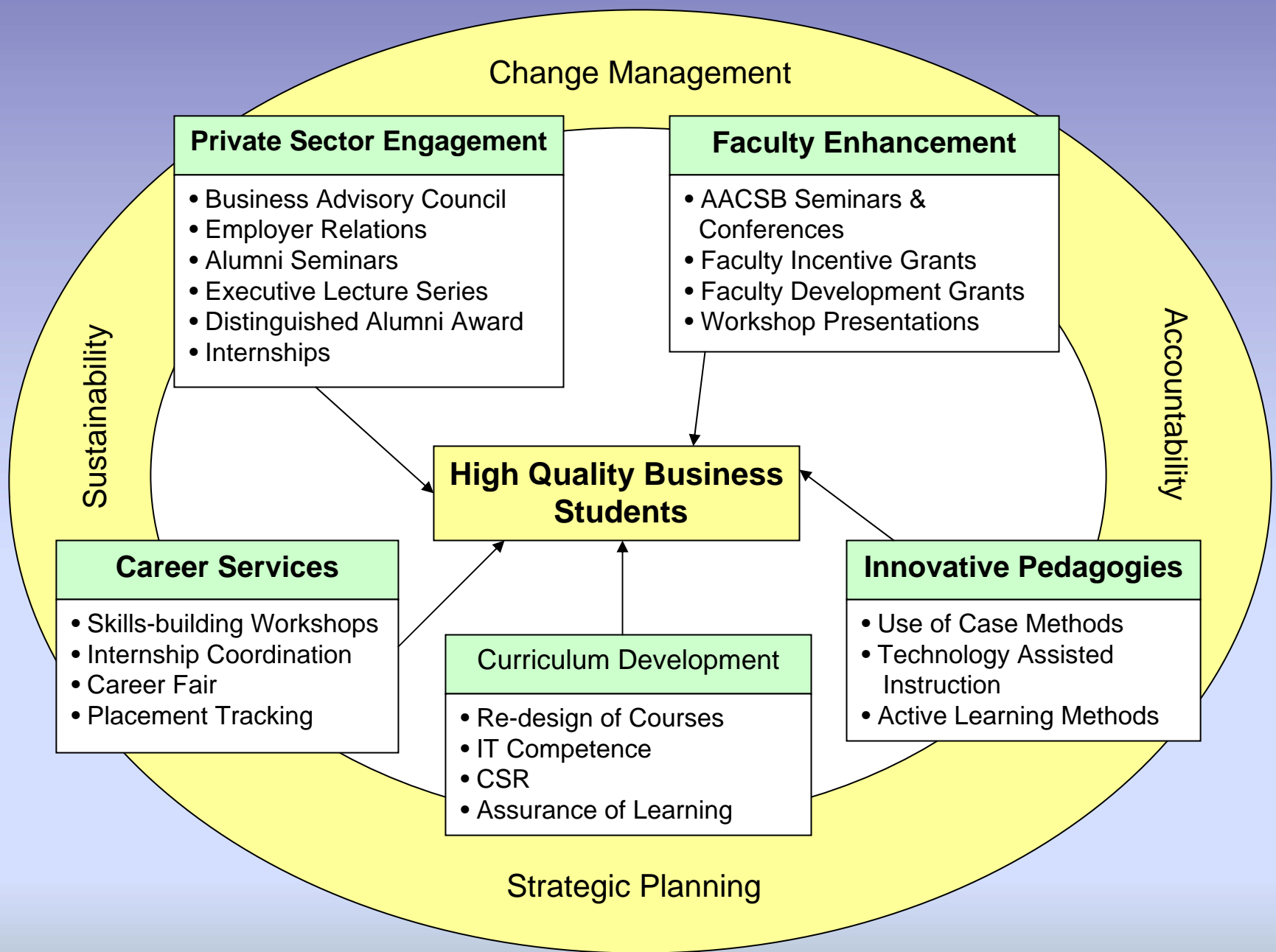
The project proposes to facilitate the development of state-of-the-art business management programs that will produce superlative business professionals for the contemporary Nigerian private sector.

Project Objectives

- To engage a leadership team in sustainable change management for continuous program improvement
- To assess, redesign, and implement revised business curricular consistent with:
 - needs of the private sector
 - expected technology competencies
 - best practices in CSR, and
 - national and international standards

Project Objectives (cont'd)

- To introduce innovative pedagogy to increase teaching effectiveness
- To provide opportunities for faculty development
- To engage the private sector in the FBA business management programs
- To better prepare students for and link them with career opportunities



Project Framework for the USAID/UNILAG/Kansas State University Partnership to Strengthen Business Management Education

Change Management

Change campus culture from faculty-controlled to student-focused

“We need to touch students, not just teach them. Many of the things we teach they could pick up elsewhere. But if we touch them, if we inspire them, then we are making a long-term difference in their lives, their careers, and their contribution to society”

G. Anandalingam, Dean, Smith School of Business, University of Maryland

At the start....

- Buy-in by FBA leadership and all academic staff personnel
- Four workgroups and the change management team constituted and empowered



Business Students at UNILAG

Dialogue with Undergraduate Students



Dialogue with MBA Students



Q & A with MBA Students



Curriculum Development

Installation of Internet-Ready Computer Labs



Training of Faculty on IT Use for Instruction



Curriculum Development (Cont'd)

- Strengthening the liberal arts foundation in the business curriculum (*critical thinking, interpersonal and communication skills*)
- Adding required courses in the following areas:
 - Information Technology in Business
 - Corporate Social Responsibility
 - Business Communication
 - Global Issues in Business

Curriculum Development (Cont'd)

- Encouraged FBA faculty to streamline the curriculum by reducing redundancies
- Conducted a book drive in the K-State College of Business that netted 1000 items for the FBA libraries
- Partnering with the K-State Black Student Union to conduct a book drive in the Big 12 Schools of Business

Innovative Pedagogy

- Faculty training on active teaching methodologies
- Faculty training on the case study method
- Faculty training on assessment of student learning outcomes



Innovative Pedagogy (Cont'd)

- Adoption of the case study method by a group of FBA faculty
- Raising awareness of generational differences in learning styles and preferences
- Promoting more active and participative classroom instruction

Private Sector Engagement

- Created and inaugurated the Business Advisory Council
- Trained the Business Advisory Council on its role
- Assisted in the legal incorporation of the Business Advisory Council to advance fund-raising



Private Sector Engagement (cont'd)

- Created the Business Advisory Council brochure and book of member profiles
- Raised close to \$200,000 to support a Corporate Social Responsibility Initiative at the Faculty of Business at UNILAG

Faculty Enhancement

- Completed an analysis of faculty strengths and areas in need of improvement
- Awarded 5 Faculty Incentive Grants
- Awarded 3 Faculty Development Grants
- Awarded 5 Information Technology Incentive Grants
- Four work group leaders attended the AACSB conference on graduate and undergraduate curriculum

Career Services

- Hired a career specialist
- Organized student workshops on resume building, interviewing skills, and career development
- Developed an alumni database for FBA graduates
- Exposed workgroup leaders to state-of-the-art career services at K-State
- Organizing the first-ever FBA Career Fair

All the While

- Maintaining a structure to engage faculty in the work of the project
- Providing innumerable technical resources to inform the work
- Sustaining project momentum inspite environmental challenges that threatened to derail the project

Inspite of the challenges,
the work continues, a model is
being developed, and real
change is occurring!

Thank you!